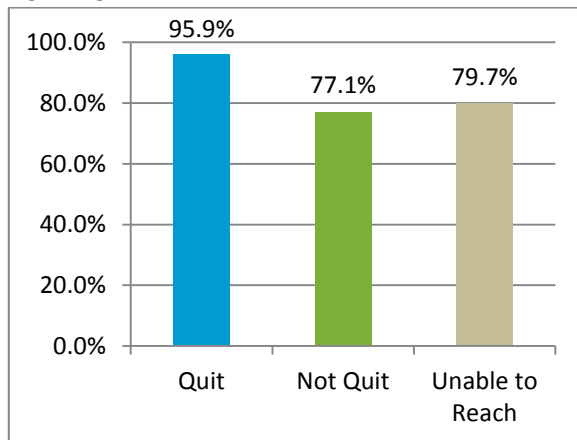


This month we continue our exploration of the data collected by ASHLine using the Client Satisfaction Survey (CSS). The CSS is administered to each client three weeks after they have been exited from the program. Clients are asked to indicate their level of agreement with a series of statements about the coaching services they received and their overall program satisfaction. Using CSS data, we began to explore the relationship between a client's perception of ASHLine services and their quit status at exit.

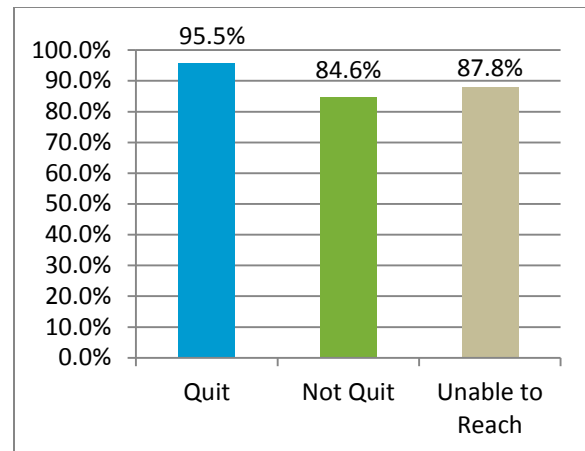
Clients are asked their level of agreement with the statement "Overall, I am satisfied with the services I received from ASHLine." Clients who are quit at the time of exit are more likely to agree with the statement than clients who are not quit or clients who are "unable to reach" at exit, $p < .0001$. (Figure 1.)

Figure 1. Exit Status by Agreement with "Overall, I am satisfied with the services I received from ASHLine."



Another item on the CSS that tries to assess overall program satisfaction is the statement "If I were to need quit tobacco services again, I would use ASHLine." Presumably, a client who is not satisfied with services would not agree to use those services again. Clients who are quit at the time of exit are more likely to agree with the item than clients who are not quit or exited unable to reach, $p < .0001$. (Figure 2.)

Figure 2. Exit Status by Agreement with "If I were to need quit tobacco services again, I would use ASHLine."



Interestingly, when comparing the data between Figure 1 and 2, we see that clients who are not quit or are unable to be reached are more likely to agree that they would use ASHLine services again than they were to agree that they were satisfied with services. Even though they are not satisfied with services, some clients indicated that they are willing to give ASHLine another chance in the event they would need or want quit tobacco services again. There appears to be an incongruity between the two attitudes. Some reasons that a dissatisfied client might be willing to give ASHLine another try is that clients might not be aware of alternative quit tobacco services, or that these services, like ASHLine, are free of charge. Some clients take a minimum of coaching calls so that they may access the two-weeks of quit tobacco medication and are willing to sign up for services again to take advantage of the medication program. Another reason might be that even though they are dissatisfied with services, clients found benefit in speaking with a coach and are willing to do so again in order to reap at least the minimal benefits of discussing their concerns or difficulties with quitting tobacco.